What is claimed is:

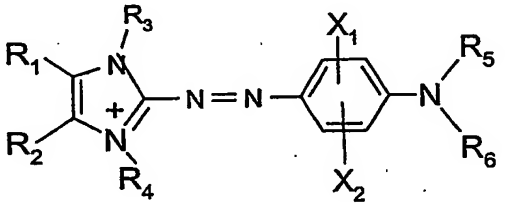
1. A process for converting sparingly soluble salts of cationic organic compounds and inorganic acids into more readily soluble salts of organic acids, which process comprises
   a) preparing a sparingly water-soluble salt of the cationic organic compound with the anion of an inorganic acid,
   b) adding thereto, in a monohydric aliphatic alcohol, an alkali metal salt of an organic acid,
   c) filtering off the resulting sparingly soluble alkali metal salt of the inorganic acid, and
   d) optionally converting the resulting solution into a solid form.

2. A process according to claim 1, wherein there is used as the cationic organic compound a UV absorber, a soft-handle agent for textiles, an antimicrobial agent, an optical brightener or a dye.

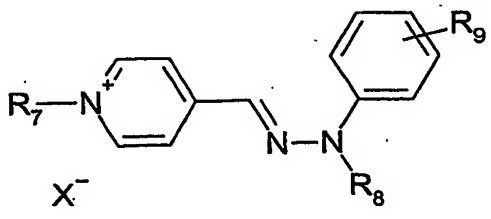
3. A process according to claim 2, wherein a cationic dye is used.

4. A process according to claim 3, wherein a monoazo, disazo or hydrazon dye is used.

5. A process according to any one of claims 1 to 4, wherein there is used a dye of formula

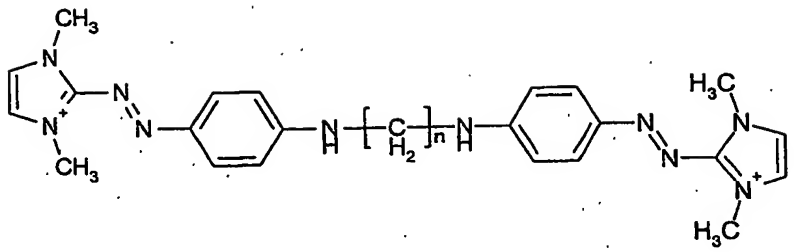


X^- (1)



(2)

or



(3)

wherein

R_1 and R_2 are each independently of the other hydrogen, C_1-C_4alkyl, halogen or nitro,

R_3 and R_4 are each independently of the other unsubstituted C_1-C_4alkyl or C_1-C_4alkyl substituted by OH, C_1-C_4alkoxy, halogen, CN or by phenyl,

X_1 and X_2 are each independently of the other hydrogen, C_1-C_4alkyl, C_1-C_4alkoxy or halogen,

R_5 is hydrogen or C_1-C_4alkyl,

R_6 is hydrogen, phenyl, C_1-C_{12}alkyl or C_5-C_8cycloalkyl, each of which may be unsubstituted or substituted by OH, C_1-C_4alkoxy, halogen, CN, or R_6 is C_1-C_4alkyl substituted by phenyl or by C_5-C_8cycloalkyl,

or wherein R_5 and R_6, together with the nitrogen atom linking them, form a piperazine ring which is substituted by C_1-C_8alkyl or by phenyl on the nitrogen atom not bonded to the phenyl ring or which is quaternised at that nitrogen atom by means of two such groups, the C_1-C_8alkyl and phenyl radicals mentioned as substituents on the nitrogen atom of the piperazine ring being unsubstituted or substituted by OH, C_1-C_4alkoxy, halogen, CN or by phenyl, and

wherein

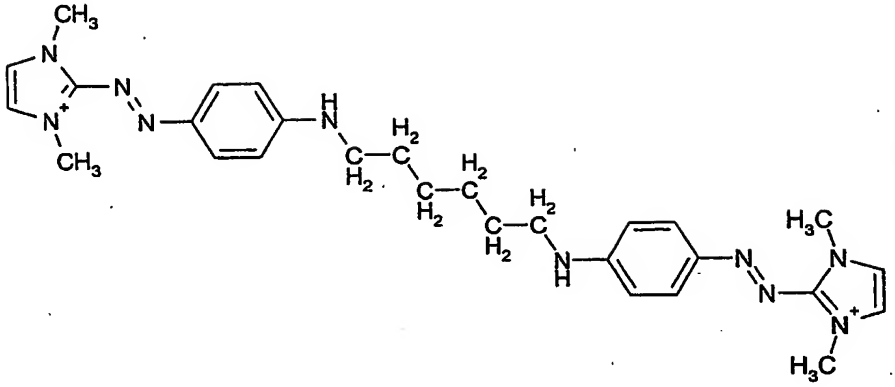
R_7 and R_8 are each independently of the other a C_1-C_8alkyl radical or an unsubstituted or substituted benzyl radical, and

R_9 is hydrogen, C_1-C_8alkyl, C_1-C_8alkoxy, cyanide or halide, and

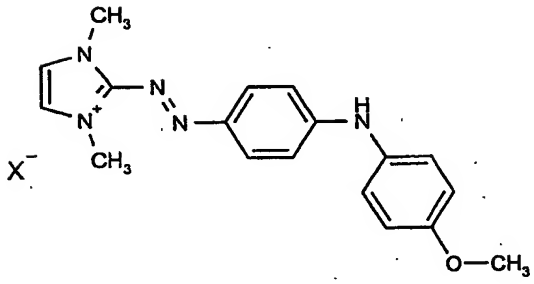
n is a whole number in the range from 2 to 12,

and, wherein X^- is an anion.

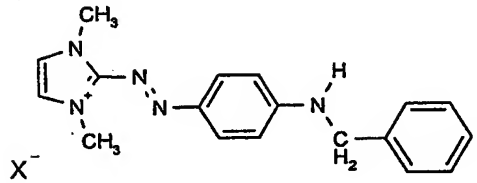
6. A process according to any one of claims 1 to 5, wherein there is used a dye of formula



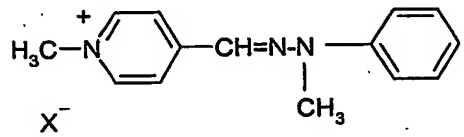
(4)



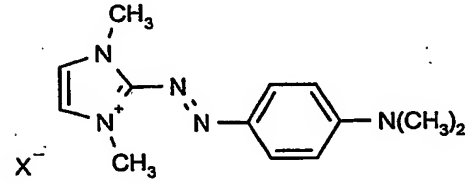
(5)



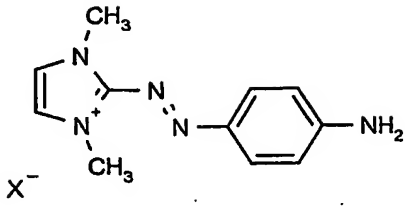
(6)



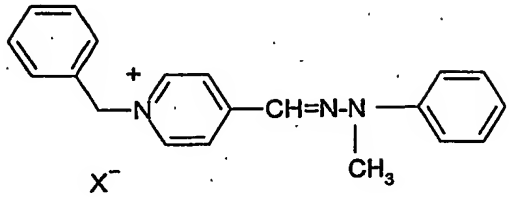
(7)



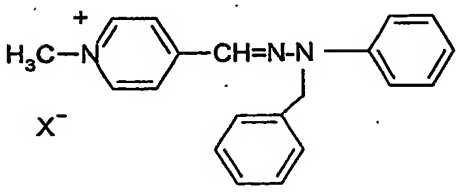
(8)



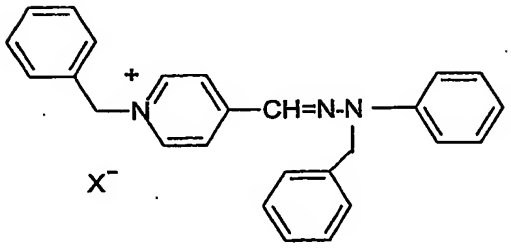
(9)



(10)

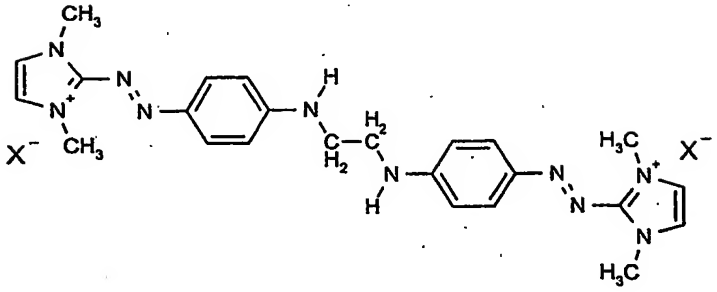


(11)



(12)

and



(13)

wherein X^- is an anion.

7. A process according to any one of claims 1 to 6, wherein the cationic compound is used in the form of an iodide, bromide, chloride, sulfate, hydrogen sulfate, methyl sulfate, phosphate, borfluorate or perchlorate.

8. A process according to any one of claims 1 to 7, wherein there is used as the alkali metal salt of an organic acid a formate, acetate, propionate, butyrate, monochloroacetate, trifluoroacetate, tartrate, oxalate, stearate, maleate, acrylate, succinate, citrate, lactate, methanesulfonate or ethanesulfonate.

9. A process according to claim 8, wherein a formate, acetate, stearate, propionate, citrate, lactate or trifluoroacetate is used.

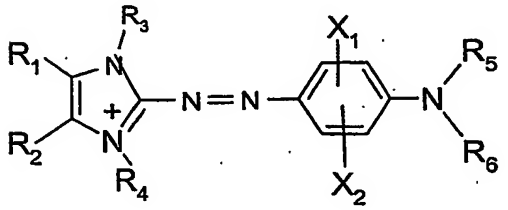
10. A process according to any one of claims 1 to 9, wherein a lithium salt, sodium salt or, especially, a potassium salt is used.

11. A process according to any one of claims 1 to 10, wherein methanol, ethanol, n- or iso-propanol, n-, iso- or tert-butanol is used as the alcohol.

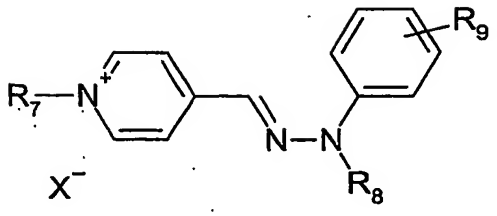
12. A process according to claim 11, wherein methanol, ethanol or isopropanol is used.

13. A salt of a cationic compound, which salt has been prepared by the process according to any one of claims 1 to 12.

14. A dye of formula

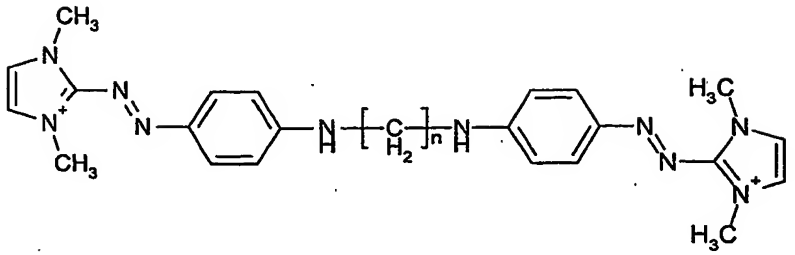


(1)



(2)

or



(3)

wherein

R_1 and R_2 are each independently of the other hydrogen, C_1-C_4alkyl, halogen or nitro,

R_3 and R_4 are each independently of the other unsubstituted C_1-C_4alkyl or C_1-C_4alkyl substituted by OH, C_1-C_4alkoxy, halogen, CN or by phenyl,

X_1 and X_2 are each independently of the other hydrogen, C_1-C_4alkyl, C_1-C_4alkoxy or halogen,

R_5 is hydrogen or C_1-C_4alkyl,

R_6 is hydrogen, phenyl, C_1-C_{12}alkyl or C_5-C_8cycloalkyl, each of which may be unsubstituted or substituted by OH, C_1-C_4alkoxy, halogen, CN, or R_6 is C_1-C_4alkyl substituted by phenyl or by C_5-C_8cycloalkyl,

or wherein R_5 and R_6, together with the nitrogen atom linking them, form a piperazine ring which is substituted by C_1-C_8alkyl or by phenyl on the nitrogen atom not bonded to the phenyl ring or which is quaternised at that nitrogen atom by means of two such groups, the C_1-C_8alkyl and phenyl radicals mentioned as substituents on the nitrogen atom of the piperazine ring being unsubstituted or substituted by OH, C_1-C_4alkoxy, halogen, CN or by phenyl, and

wherein

R_7 and R_8 are each independently of the other a C_1-C_8alkyl radical or an unsubstituted or substituted benzyl radical, and

R_9 is hydrogen, C_1-C_8alkyl, C_1-C_8alkoxy, cyanide or halide, and

n is a whole number between 2 and 12,

and

wherein X^- is formate, acetate, propionate, butyrate, monochloroacetate, trifluoroacetate, tartrate, oxalate, maleate, acrylate, succinate, citrate, lactate, stearate, methanesulfonate or ethanesulfonate.

15. Use of a cationic dye according to claims 13 or 14 or of cationic dyes prepared by one of the processes according to claims 1 to 12 in the dyeing of natural or synthetic material, especially textile materials, leather, paper, glass fibres, keratinic fibres or cometic articles.

16. Use according to claim 15 in the dyeing of hair.

17. Use of a cationic dye according to claims 13 or 14 or of cationic dyes prepared by one of the processes according to claims 1 to 12 for a liquid preparation.

18. Use of a cationic dye according to claims 13 or 14 or of cationic dyes prepared by one of the processes according to claims 1 to 12 for a liquid preparation, which is used for the dyeing of hair.